

Rep Order# 8860799 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 37377

Printed: 10/04/2012 1:30 PM
Last Received: 10/04/2012 1:01 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

-- CONTRACT COMMENT --

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK

TOTAL - \$73,965

PLEASE CONFIRM

THANKS, MIKE!

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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5888
Salesperson FAX# 202-872-0265

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Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiring Weeks

Rep Firm
Sales Office () **WASHINGTON**
Salesperson () **MIKE JONES**

Salesperson Phone# 202-872-5886
Salesperson FAX# 202-872-0224

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Flight Dates 10/02/2012 - 10/08/2012

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Agency C/P1/P2/E **Flight Dates** 10/02/2012 - 10/08/2012
Hiatus Weeks

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Holds Weeks

Rep Firm
Sales Office () **WASHINGTON**
Salesperson () **MIKE JONES**

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0234

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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5888
Salesperson FAX# 202-872-0266

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	58	TU-F	500P-630P	Buyline Comment: NEWS	:30	\$1,750.00	10/02-10/05	1	1	1	\$1,750.00	
	59	SA	530P-600P	Buyline Comment: POLITICS NOW	:30	\$965.00	10/06-10/06	1	1	1	\$965.00	
	60	SU	1000A-400P	Buyline Comment: NFL FOOTBALL	:30	\$7,700.00	10/07-10/07	1	1	1	\$7,700.00	
	61	SA	800P-1000P	Buyline Comment: SAT PRIME MOVIE	:30	\$2,000.00	10/06-10/06	1	1	1	\$2,000.00	
	62	W	1000P-1030P	Buyline Comment: ET	:30	\$350.00	10/03-10/03	2	1	2	\$700.00	
	63	W	1030P-1100P	Buyline Comment: INSIDE EDITION	:30	\$325.00	10/03-10/03	1	1	1	\$325.00	
	*64	TU-F	400A-459A	Buyline Comment: NEWS V9 Added	:30	\$25.00	10/02-10/05	1	1	1	\$25.00	
	*65	TU-F	400A-459A	Buyline Comment: NEWS V9 Added	:30	\$20.00	10/02-10/05	1	1	1	\$20.00	
	*66	TU-F	430P-500P	Buyline Comment: NEWS V9 Added	:30	\$1,575.00	10/02-10/05	1	1	1	\$1,575.00	

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

---REPORT TOTALS---

Report Totals: 151 / \$73,965.00

---SALES MONTHLY TOTALS---

Oct 12: 151 / \$73,965.00

Sales Totals: 151 / \$73,965.00

Station Totals: 151 / \$73,965.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$246,550	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+